REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES-FIRM)

Republic of Liberia

MINISTRY OF COMMERCE AND INDUSTRY
Ministerial Complex, Congo Town
Monrovia, Liberia

NAME OF PROJECT: Program for Advancing Youth Entrepreneurship and Investment (Sub-Project A: Liberian Youth Entrepreneurship and Investment Bank)

Assignment Title: Firm Selection to Serve as SOCIAL MEDIA MANAGEMENT SERVICES CONSULTANT

Financing Agreement reference: 2100150043943
Project ID No.: P-LR-HB0-003
Issue Date: November 11, 2026
End Date: December 2, 2026

1. Background

The Government of Liberia, through the Ministry of Commerce and Industry (MOCI), has received UA 12 million in financing from the African Development Bank (AfDB) for the implementation of the Program for Advancing Youth Entrepreneurship and Investment (PAYEI), which seeks to strengthen Liberia's youth entrepreneurship ecosystem through the establishment and operationalization of the Youth Entrepreneurship and Investment Bank (YEIB) and its Management Company (MANCO), providing financial and non-financial services to youth-led enterprises.

To support YEIB MANCO's institutional visibility and online stakeholder engagement, the Government intends to recruit a specialized firm to provide social media management and digital marketing services. The firm will be responsible for developing, managing, and maintaining YEIB's official social media presence in close coordination with the Project Implementation Unit (PIU), YEIB MANCO, and separately contracted communications and website development consultants to ensure consistent institutional branding, messaging, and digital engagement. The selected firm will report to the Chief Executive Officer of YEIB MANCO and work closely with the PIU.

2. The Scope of the Services to be performed

The objective of this assignment is to engage a qualified social media management firm to develop and continuously manage YEIB's presence on its official social media platforms, including strategy, content, paid and organic campaigns, community engagement and performance reporting. The firm shall perform, among others, the following services:

- **A. Social Media Management (Strategy: Lump Sum; Ongoing Services: Monthly)**
  - Manage YEIB's official presence on designated platforms (expected to include, at minimum, Facebook, LinkedIn, X/Twitter and YouTube, with Instagram and/or TikTok as directed); develop a Social Media and

Digital Communication Strategy (aligned with, and subordinate to, YEIB's institutional Communication and Visibility Strategy); design and publish content at a minimum rate of twelve (12) posts per month across designated platforms combined; plan and manage paid and organic campaigns; manage day-to-day audience engagement with a 24-hour response target; monitor for reputational/crisis issues; and prepare monthly social media analytics reports.

Note: Media production, media buying and placement, corporate branding/printing and promotional materials, and event communication support are procured under a separate, dedicated companion assignment; and website design and development, hosting, domain services and corporate email are procured under another separate, dedicated companion assignment. The firm engaged under this assignment shall coordinate closely with both consultants.

Minimum Qualification, Skills and Experience:

The firm should meet the following requirements:

- Be a legally registered and licensed social media management, digital marketing, or communications agency.
- Have a minimum of five (5) years of demonstrated experience in social media strategy development and day-to-day management of institutional social media accounts, including paid campaign management.
- Have experience delivering digital services for government institutions, financial institutions, development partners, NGOs or international organizations.
- Possess adequate technical infrastructure, software licenses, and qualified personnel to undertake the assignment.
- Have sound financial capacity supported by audited financial statements.
- Demonstrate ability to coordinate with a separately contracted media, communications and branding consultant, and a separately contracted website development and hosting consultant, to maintain a consistent institutional identity and functioning website integrations.
- Experience working on African Development Bank, World Bank, UN or similar donor-funded projects will be an added advantage.

The firm shall provide the following key personnel with relevant qualifications and experience: Project/Account Manager (Team Leader); Social Media & Digital Marketing Specialist; and Digital Content Developer/Copywriter.

Duration of Assignment

The assignment is expected to be Twelve (12) months, renewable subject to satisfactory performance, availability of funds, and the needs of the Project.

The Ministry of Commerce and Industry invites eligible consulting firms to indicate their interest in providing these services. Interested consulting firms must provide information indicating that they are qualified to perform the services: (i) information detailing the company's existence and areas of expertise; (ii) a list of similar assignments and experience in similar conditions; (iii) a list of overall permanent and temporary staff in fields related to the assignment (qualification will be considered from one of two perspectives: a. the firm's qualification and b. staff and consultants' qualification); (iv) evidence of past performance, if any; and (v) any other relevant information that might be useful. Consulting firms may constitute joint ventures to enhance their chances of qualification. The method of selection is the Least Cost Selection (LCS) method.

Eligibility criteria and the selection procedure shall be in accordance with the African Development Bank's "Procurement Policy Framework for Bank Group Funded Operations," October 2015, which is available on the Bank's website at http://www.afdb.org.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1700 hours (GMT) on working days.

Expressions of interest must be delivered by email by **December 2, 2026 @ 1700 hours (GMT)** and mention **"Provision of Consulting Services as SOCIAL MEDIA MANAGEMENT SERVICES CONSULTANT for the Program for Advancing Youth Entrepreneurship and Investment (PAYEI)".**

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